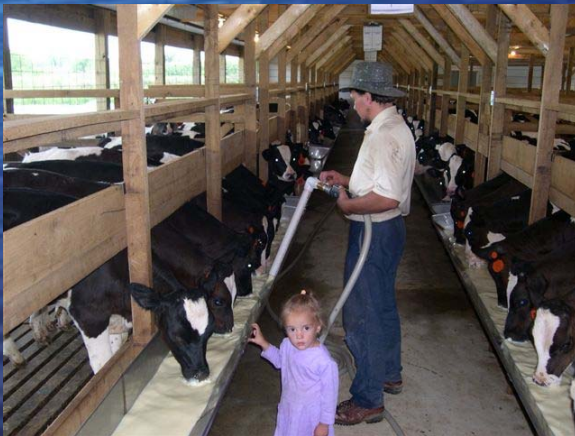


AMERICAN *Veal* ASSOCIATION

Excellence in Agriculture



The American Veal Association

- Represents producers, processors, and feed companies involved in special fed veal production
 - We focus on creating a positive legislative and regulatory environment for our industry
 - We manage public relations/consumer communications/issues management (VIM)
 - We administer the VQA program

AVA Fact Sheet

Who we are and who we represent

- The US special fed veal industry consists of approximately 1000 family farmers with an average capacity of 210 animals, making the veal industry the epitome of the small American family farm.
- Industry business is primarily confined to six States with Wisconsin, Pennsylvania and Indiana serving as our State leaders in production.
- American Veal Association constituents produce annual sales of approximately \$1.5 billion.
- Veal industry members purchase roughly \$350 million in product directly from the dairy industry per annum.



**AMERICAN VEAL ASSOCIATION
RESOLUTION**

WHEREAS, the group housing methodology has developed in the United States to the extent that slightly less than 10% of US veal production is now derived from this system, and

WHEREAS, many large retail and food service organizations now consider animal welfare issues in concert with their purchasing decisions, and

WHEREAS, group housing as a method of raising veal calves was imposed legislatively upon European veal producers more than a decade ago, and

WHEREAS, the American Veal Association Board of Directors (AVA Board) believes the following:

1. That the veal industry continues to bear the important responsibility of safeguarding the health and well being of all animals under its collective care, and
2. That research into group housing methodologies has progressed to the point where these methods may now be considered viable methods in which to raise veal calves, and
3. That the veal industry must always be aware and mindful of consumer concerns with respect to the products placed into the stream of commerce, and
4. That recent events indicate clearly that consumers of veal and other products derived from livestock expect the highest standards of animal welfare, and
5. That the trend of higher animal welfare scrutiny from retail and food service organizations will continue into the future in response to such consumer expectations, and
6. That an ultimate veal industry conversion to a group housing methodology will promote industry stability and growth.

THEREFORE BE IT RESOLVED, that the American Veal Association officially recognizes both traditional methods and group based methods of veal production as viable and acceptable methods of raising veal calves in the US. However, in light of the factors listed above, the AVA recommends that the entire veal industry convert to the group housing methodology by December 31, 2017. In addition, the AVA encourages additional industry research to further refine and perfect group housing methods such that this new method of veal production may be available to all US veal producers in the near future.


Dale Bakke President

Dated: May 9, 2007



Their agenda is clear - is ours ?

- “There is no hidden agenda. If anybody wonders about - - what’s this with all these reforms -- you can hear us clearly. Our goal is total animal liberation. [emphasis added]”
— Ingrid Newkirk, at the “Animal Rights 2002” convention
- “People need not consume meat, dairy, or eggs... Everyone who agrees unnecessary animal suffering should be ended must eat no animal food products.”
— Farm Sanctuary “investigator” David J. Cantor, complaining in a letter to the Kansas City Star about a reporter who refused to swear off meat for good (December 2000)

What has happened?

Activists have framed the debate

- Legislatively
- Legally
- Linguistically



Arizona Initiative I-07-2006

I-07-2006

Humane Treatment of Farm Animals Act

Application Date: September 6, 2005

Due Date: July 6, 2006

Signatures required: 122,612

Arizonans for Humane Farms (AHS, ADLA, HSUS, Farm Sanctuary) in Support of I-07-2006

P.O. Box 3095

Tempe, AZ 85280

480/449-7644



PASSED

Applicant, Chairman

Cheryl Naumann

Arizona citizens are concerned about the cruel and inhumane treatment of animals; the Humane Treatment of Farm Animals Act, recommended by the Arizona Humane Society and The Humane Society of the United States, requires that pigs during pregnancy and calves raised for veal must be given sufficient space to turn around, lie down, and fully extend their limbs, when tethered, or confined in crates, cages, or other enclosures; includes exceptions, such as for veterinary purposes and during the pig's prebirthing period; the Act allows six years to adopt more humane practices and does not require mandatory expenditure of state revenues.

Legislative/Legal Outlook



1. State anti-confinement bills introduced – MA, OR, NH
2. Colorado introduces an “industry backed” confinement bill
3. California will have a confinement measure on the 2008 ballot
4. Possible initiatives in the 2007 Farm Bill and 2009 appropriation bills
5. Legal challenges continue – CA, NJ, NY

Unique challenges for veal

- ▶ In 2004 the association recommitted to finding a system that was animal and farmer friendly
- ▶ Our product isn't a staple protein – consumers are more willing to say no
- ▶ Our demand had been dropping – RTE, multiple income families

Being right just meant being right



- Consumers couldn't connect with a rural message
- Two brothers and the farmer's market
- More science was just more science

Veterinarians not Vegetarians

- Sound science had to guide our process
- Our producers wanted to own the welfare issue
- However, the window for us to be out in front of the welfare issue and to determine the timetable and standards was small

You don't know what you don't know

- ▶ We had to accept that there were things about production we didn't know
- ▶ Framing the issue for our producers was important – even convicts on death row get out an hour a day
- ▶ We gave them permission to make the change

Back to the Future

- The AVA first commissioned research on group housing in 1982
- Chasing technological solutions brought us back to the basics – the human factor
- We needed to change how we defined a successful system

A Few Thoughts to Close

- "If one asserts an issue as fact for long enough it becomes the truth of the people" – Ronald Reagan (1986)
- "What is objectionable, what is dangerous, about extremists is not that they are extreme, but that they are intolerant. The evil is not what they say about their cause, but what they say about their opponents." - Robert F. Kennedy (1964)
- "Newly learned skills are always rewarded with newly appointed responsibility" - General Peter Pace, Chairman Joint Chiefs of Staff - 2005